LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. S-2245—Supermarket—Req. No. H-8597—8½x11—Philip Morris—73 (A)
Printed in U.S.A.

The fastest-growing major brand belongs to the fastest-growing company

Marlboro grew 17.7% in 1972. That's more than *50 million cartons*, an increase greater than the rest of the industry combined.

Other Philip Morris brands gained, too:

- Benson & Hedges, 14.2%
- Virginia Slims, 12.4%
- Parliament, 4.5%

Our over-all increase was 13.8%. This represents 85% of the total industry growth.

Don't be caught short on Philip Morris brands. Your customers won't like it—and neither will you.

Philip Morris USA

SOURCE: The Maxwell Year-End Report, Feb. 1, 1973. Courtesy of the Maxwell Div. of Wheat, First Securities, Inc.

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Source: https://www.industrydocuments.ucsf.edu/docs/llhx0001
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